



NOT THESE DATES ON YOUR

## CALENDAR



**Tues., Dec. 16** — Norwegian Christmas Dinner. Cocktails, 6:30 p.m. Dinner, 7:30 p.m.

Reservations, for member and one guest each, at \$4.00, at OPC. (See story, page 3.)

**Fri., Dec. 19** — Children's Christmas Party. 3:00 to 5:00 p.m.

Each child will receive a miniature moving van, courtesy of Chelsea Warehouses, Inc. They are steel, six inches long; the tractor and trailer parts are separate. The trailer top lifts up so that miniature furniture goes in.

A set of Lionel trains will be raffled. 50¢ a chance. Proceeds will go to UNICEF.

Also magician, favors, prizes, refreshments.

Reservations, please.

**Tues., Dec. 30** — OPC Luncheon for CBS News Correspondents. Plaza Hotel. 12:30 p.m.

Edward R. Murrow, Eric Sevareid, Charles Collingwood, Richard C. Hottelet, David Schoenbrun, Winston Burdett, Ernest Leiser, Paul Niven, Peter Kalischer, correspondents who will be flown back to New York by CBS for the network's tenth annual analysis of world conditions, "Years of Crisis: 1958," will give OPCers an off-the-record report in the Grand Ballroom at the Plaza. Reservations at OPC, \$5.50 for OPC members and \$6.50 for non-members.

**Wed., Dec. 31** — New Year's Eve Gala. 9:30 p.m. to Cock's Crow.

Delightful supper, music and the works for OPCers who come to the Club to ring in 1959!

Door prize: Magnum of chilled Champagne, 1952, courtesy of Mumm's Cordon Rouge.

Reservations, \$7.00 each, at OPC.

### CLOSING DATES FOR BULLETIN COPY

Dec. 20 issue - Mon., Dec. 15

Dec. 27 issue - Wed., Dec. 17

Jan. 3 issue - Mon., Dec. 22



Milton Caniff, Sonia Tomara Clark, Harrison Forman, Mark Quin, W.H. ("Cappy") Welles, and Jim Flowers (left to right) at CBI Correspondents Reunion on Dec. 5.

## AP Newsman Barred From de Gaulle Trip

Paris — Correspondents are protesting the action of French Army authorities in barring AP correspondent Andrew Borowiec and London *Observer* man William Millinship from accompanying Premier de Gaulle on his recent Algerian trip.

The repressive action had originally been applied also to Louis Cioffi of CBS and Ed Behr of *Time-Life*, but was subsequently lifted. However, Lou was given only half an hour to get out to the airport and did not go.

Borowiec was told he could not go on the special military plane accompanying de Gaulle because his stories had displeased Col. Charles Lacheroy, press aid to Gen. Raoul Salan, commander in Algeria. Borowiec had interviewed army officers in Algerian towns who admitted influencing Moslems how to vote, against orders of de Gaulle.

No claim was made that his story was inaccurate.

It is believed the Army authorities acted without the knowledge and against the wishes of de Gaulle and his staff in this incident. The AP said a protest was made directly to Gen. de Gaulle.

Bernard S. Redmont

## CBI HANDS GATHER FOR REUNION AT OPC

China-Burma-India hands converged on the OPC Dec. 5 for a Correspondents' Reunion Night and recalled that strategic theater of operations during World War II.

Joined by CBI military personnel, the newsmen and women relived the war there — sometimes referred to as the "forgotten theater" — and brought alive the early days of the war in China.

Master of ceremonies was Milton Caniff, comic strip artist and creator of "Terry and the Pirates" and "Steve Canyon."

Sonia Tomara Clark told of cover-sations and encounters she had as a N.Y. *Herald Tribune* correspondent with Gen. Joseph ("Vinegar Joe") Stilwell. She recalled scarcity of fighting equipment in the early days of the war, and how, after arriving in China after a flight over the Hump, she persuaded Gen. Claire Chennault to let her go on a mission with his B-24's — without fighter escort.

Former NBC and N.Y. *Times* correspondent Harrison Forman told of a young Chinese who hung around the press communications building. The man is now Chief of Information for the Chinese Reds.

(Continued on page 3.)





## OPC Holds Discussion of "Doctor Zhivago" Photo: Pat Lasky

Speakers Leon Dennen, NEA correspondent, Harrison Salisbury, N.Y. Times, and moderator George Hamilton Combs (above left to right) listen to author and literary critic James T. Farrell discuss Soviet writer Boris Pasternak's Nobel prize-winning novel *Doctor Zhivago*. The fifth speaker of the evening was Emil M. Rojek.

The speakers said that Pasternak had written a "non-political" book, and pointed to the unwillingness of Soviet Russia to accept Pasternak's "faith in people" rather than "Soviet realism."

The OPC Book Evening, arranged by

the Open House Committee Chairman Al Perlmutter and the Int'l. Federation of Free Journalists' Boleslaw Wierzbianski, was held on Dec. 2.

The discussion was recorded by Radio Liberation for broadcast to Soviet Russia.

## McCrary-Herald TRIB CONTRACT COMPLETED

The contract between Tex McCrary, Inc. and the N.Y. Herald Tribune has expired, ending a two-year association between the public relations firm and the newspaper.

Announcing the completion of the contract, a McCrary associate said that "Tex's job was primarily to arrange for the refinancing of the newspaper. When his war-time friend, Ambassador to Britain John Hay Whitney, bought control, our mission was accomplished."

## BLYTHE ELLEN FOOTE MARRIES

Blythe Ellen Foote was recently married to U.S. Army Colonel Finke — she is at present working as assistant to the director of regional operations of the Foreign Policy Ass'n. in New York.

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**OFFICERS:** Thomas P. Whitney, President; Henry C. Cassidy, John Wilhelm, Inez C. Robb, Vice Presidents; John Luter, Secretary; John Wilhelm, Treasurer. **BOARD OF GOVERNORS:** Robert Conway, Norman Cousins, John F. Day, Richard de Rochemont, Pauline Frederick, Ben Grauer, Larry LeSueur, Will Oursler, William Safire, Harrison E. Salisbury, Sigrid Schultz, Ansel E. Talbert, Will H. Yolen. **Alternates:** Matthew Huttner, William L. Ryan, Ralph H. Major, Jr.

**PAST PRESIDENTS:** Cecil Brown, W. W. Chaplin, Robert Considine, John Daly, William P. Gray, Burnet Hershey, Frank Kelley, Lucian Kirtland, Louis Lochner, Eugene Lyons, Wayne Richardson, J. Clifford Stark, Lowell Thomas, Wythe Williams (deceased).

**BULLETIN COMMITTEE:** Marshall Loeb, Chairman; Paul Grimes, Vice Chairman; James Quigley, Articles Editor; George Bookman, Business Manager; Jay Axelbank, Allyn Baum, David Burk, Charles Campbell, Robert Dunne, William Foster, Henry Gellermann, Ralph Major, Paul Miller, William Payette, Dan Priscu, Leon Theil, Thomas Winston.

**CORRESPONDENTS:** Paris, Bernard Redmont; London, Joseph Grigg; Berlin, Gerhard Stindt; Rome, Frank Brutto; Tokyo, Stuart Griffin; Rio de Janeiro, Julius Golden; Singapore, Don Huth; Hong Kong, Jim Robinson; Caracas, Everett Bauman; Madrid, Louis Nevin; Beirut, Henry W. Toluzzi; Cairo, Wilbur G. Landrey, Joe Alex Morris, Jr.; Frankfurt, Phil Whitcomb; Sydney, Albert E. Norman; Israel, Marlin Levin; Zurich, William A. Rutherford; Bangkok, Murray Fromson; Yugoslavia, William A. Berns; Taipei, Geraldine Fitch; Mexico City, Marion Wilhelm; Ottawa, Tania Daniell; Manila, Jim Becker; Honolulu, Robert Tuckman; Panama, Crede Calhoun; Hollywood, Joe Laitin; Washington, Jessie Stearns; Vienna, Russell Jones; Saigon, Joseph Nerbonne; Bonn, J. Herbert Altschull; New Delhi, Donald Connery. **Roving Correspondent:** Cornelius Ryan.

## UN CORRESPONDENTS ASS'N. ELECTS 1959 OFFICERS

NBC News UN correspondent Pauline Frederick was elected President of the UN Correspondents Ass'n. on Dec. 5. She is the first woman and first radio TV correspondent to hold the office. Two hundred members of the association voted.

Other officers elected were First Vice President: Paul Sanders, *Het Parool*, Amsterdam; Second Vice President: Anne Weill, Agence France Presse; Third Vice President: Krishnamachari Balaraman, *Hindu* of Madras; Secretary: Michael Littlejohns, Reuters; Treasurer: Kay Rainey Gray, *Greenwich Time*; Executive Committee: Bruce W. Munn, UPI; Max Harrelson, AP; Arne Thoren, *Expressen*, Stockholm; Stanley Burke, Canadian Broadcasting Corp.; Anatoly Saveliyev, TASS; Jacques Edinger, AFP; Ruggero Orlando, Radio Televisione Italiana, Rome; Enrique Millan, *El Tiempo*, Bogota; William J. Fulton, *Chicago Tribune*. They take office on Jan. 1.

## OPC JAZZ COMBO PROPOSAL

OPCers who play musical instruments and are interested in joining an amateur OPC "jazz combo" should contact Larry Lowenstein at CBS.

Members will recall "The Many-Splendored Stompers" who played at an OPC Open House last December.

Music critics were rigidly excluded from the performance. But Lowenstein, who master-minded the one-shot group then says that the men "had a wonderful time." And perhaps a permanent group of jazz buffs who can blast a trumpet or beat a bass viol "for fun" can be established, he says.

Your Overseas Press Bulletin Issue  
Editor This Week Is: Robert Dunne.

Managing Editor: Barbara J. Bennett.

## DATELINE- LONDON

On a British Empire story, our London office can be of real help to you. It can provide your story's economic overtones, its financial background, and an interpretation if required.

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Col. Philip Cochran, Milton Caniff and Bert Parks talk at Reunion.

### CBI REUNION (Cont'd from page 1.)

One of the highlights of the evening was a talk by Mark Quin, a former British war correspondent and British officer who was captured by the Japanese at Singapore and spent three and one-half years as a prisoner of war. He worked on the "Railroad of Death" that ran from Siam to Burma and crossed the River K wai many times.

Quin said the movie about the bridge was good, but not entirely accurate — it made the Japanese too humane. Also, he said the bridges were not built as soundly as depicted because they tried to sabotage them, and there were absolutely no pretty girls around as in the movie — and no one escaped. He paid tribute to the 500 Americans also captured who labored and died.

Bert Parks, NBC television and radio star, added a light touch to the program. Parks served as an infantry Captain in the CBI, mostly Burma. He reported eye-witness accounts of battle action both from the land and in the air. Parks was awarded the Bronze Star medal for this work. He



Harrison Forman addresses guests. Sonia Tomara Clark is seated beside him.

also accompanied the first convoy over the Burma Road.

Another guest was Col. Philip Cochran who served as inspiration for Caniff's "Terry" strip. He recalled the campaign back into Burma. As Commanding Officer of the First Air Commandos, he landed Gen. Orde Wingate's British troops, called Chindits, behind Japanese lines in Burma on Mar. 5, 1944, in gliders and C-47 transports. This operation helped "break the back" of the Japanese.

Other CBIers present were: Riley O'Sullivan, AP; Charles Grumich, AP; Walter Peters, Yank; Ed Cunningham, Yank; Charlie Miner; Clancy Topp; Ed Hunter, INS; Leslie Geiss; and Theodore White.

The next OPC Reunion scheduled is London Correspondents Night on Fri., Jan 30. All newsmen who served in London at any time are urged to attend. John MacVane of ABC and Gordon Fraser of NBC are co-chairmen. Reservations at OPC.

## Full Dateline Committee Appointed

Seven additional members were appointed to the 1959 Dateline Committee by action of the Board of Governors this week.

They are Lawton Carver, Matthew Bassity, Kurt Lassen, Franz Weissblatt, Ben Zwerling, Robert Demme and Bernard Frazier.

The Board previously appointed Dan Mich and Arthur Milton co-chairmen of the Committee, Bill Attwood, *Look* foreign editor, as editor of the OPC magazine and Al Hurlburt as art director.

Attwood's editorial plans are under

way, and Milton has announced that a full-scale advertising campaign has started. A number of pages, including the full-color back cover, have already been sold.

Dateline charges \$300 for a black-and-white full-page advertisement; and \$200 for a black-and-white half-page.

Milton has requested the full support of the OPC membership in enlisting advertising for *Dateline*, as a 100-page issue is scheduled which requires some sixty pages of paid advertising.

## PEOPLE & PLACES

John P. Leacacos, Cleveland Plain Dealer's Washington bureau, "took a week's assignment in Havana, seeing how the rebellion was squeezing the capital for the first time... sort of a Castro strangulation strategy." ...William L. Laurence, science editor of the *N.Y. Times*, appointed Visiting Professor of Education at the Graduate School of Education, Yeshiva University. He'll give a course on "Science in the Atomic Age."

Frank Tao, after thirteen years in New York as editor of the Chinese News Service, has joined the Chinese Embassy in Washington as Press Attache... Dr. Charles C. Annick, assistant publisher of *Gazet van Antwerpen* (Antwerp, Belgium), was guest of honor at a luncheon at the OPC recently, given for him by Fordham University's Journalism division.

Lou Garcia, Panagra PR director, returned from People-to-People mission to South America, off again to Inter-American Travel Congress in Montevideo... The Larry LeSueurs had a daughter, Sarah Amanda, on Nov. 30 ... Henry La Cossitt home from New York Hospital,



GILMORE

at his post in London after a U.S. West Coast lecture tour.

convalescing from surgery... Yvonne Beaudry recovering satisfactorily after surgery at her home, 56 Maple Ave., Claremont, N.H.

AP's Eddy Gilmore, formerly in the Moscow bureau, is back

### CHRISTMAS DINNER DEC. 16

Reindeer steak served with *Floetsaus* (a cheese sauce) and *Tyttebaer* (Norwegian cranberries) will be the main course at the OPC Norwegian Christmas Dinner on Tues., Dec. 16.

The Christmas Dinner, planned by the Regional Dinners Committee under Chairman Larry Blochman, has been traditional since 1954 when the first was held immediately after the Club moved to its present headquarters.

According to Henning Koefoed, who is coordinator for the evening, the menu will also include *Fiskepudding i Rekesaus* (a fish aspic with shrimp) and *Krumkaker med Muletkrem* — and of course Norwegian beer, liqueurs and *akevitt*.

A few reservations are still available at the OPC. Cocktails will be served at 6:30 p.m., dinner at 7:30 p.m. The cost will be \$4.00 for member and one guest each.



# WE CALL IT PR.....BUT THE GERMANS DON'T HAVE A WORD FOR IT

by Ed Hartrich

Duesseldorf, Germany

The Overseas Press Bulletin asked me for a piece on the "PR job of an American in Germany." To set the theme, let me point out that American-style public relations is a new and virtually unknown art in Germany. For one thing, there is no word in German for "public relations." In fact, if the Germans had had public relations in the past, quite a bit of history might have been different.

I believe I am the first American to be employed specifically to do public relations for German heavy industry. I mention this only to emphasize that I feel somewhat like a missionary preaching a strange new doctrine in a foreign land. After a long and pleasant career as a newspaper correspondent, I got into this business quite by chance.

One day, Alfried Krupp von Bohlen und Halbach, head man of Krupps of Essen, asked me to be his public relations advisor. And so there I was in the business without so much as a Countess Mara tie, a charge account at "21," or a working acquaintance with Madison Avenue.

## Out Of The Blue

My next client came out of the blue as well. One day I was having lunch with Willy Schlieker, the *Wunderkind* of the Ruhr, and the next day we were flying to Washington on a little matter of business involving the U.S. Congress, John L. Lewis and other formidable bodies.

So if there is a Rule Book, or S.O.P., about public relations in Germany, I haven't heard about it. One has to fly by the seat of one's pants.

West Germany has been enjoying an unprecedented boom. Bombs and dismantling cleared away a lot of the past, enabling many to make a fresh start with new equipment and new ideas. There is a degree of "Americanization" evident in business practices. However, with a few noteworthy exceptions - Schlieker, Krupps, etc. - American-style "public relations" is a strange and somewhat unwelcome innovation to the average industrialist.

## The Inevitable "But"

"Public Relations might be useful, but ....." is his reaction. Long and somewhat esoteric articles appear about "public relations" in the German press, usually written by Germans who haven't a clue to what it is all about. Generally speaking, the Ruhr industrialist operates on the basic principle that the less the public knows about his business affairs, the better. Occasionally, when he wants something to appear in the press, a small

payment to the editor results in the desired favorable blurb.

One of my favorite, but must frustrating, clients is a very rich Rhinelander who hired me to do pubrel on the advice of a few business friends who had just visited the U.S. However, he vetoed every story suggestion I proposed. I later discovered that the Rhinelander was dead set against any and all publicity about himself or his affairs, but was willing to have an American pubrel man, because that was the form for big business in the U.S. In any event, he could deduct my fee from his taxes.

I have found out after digging around that there are many good and legitimate news stories about German firms and personalities, though they usually do not appear in that light to the individuals concerned. Hence it requires some missionary work to get their approval for release of this information to the press. Yet in many cases this unexploited information can be of real and solid public relations value.

## Unfavorable Publicity

For example, Krupps of Essen has probably suffered for decades from unfavorable publicity and unfriendly international public opinion. Krupps was synonymous with "Cannon King," "Merchants of Death," etc., yet bigger outfits like General Motors or Vickers-Armstrong have always out-produced and out-sold them at times of crisis in the field of armaments.

In getting acquainted with this massive and complex organization, I came across a division called "Krupp Technik." Further examination disclosed that this department did various types of surveys, as well as engineering and construction work, to "beef-up" the industrial potentials of the underdeveloped countries of Asia and Africa.

This was what I had been searching for - something to make Krupp look good, and to be known and respected for something besides arms production.

## Point 4½ Program

I suggested we take the initiative in formulating a program in which private firms of the West participate with governments in the economic aid programs to the "New Nations" of Asia and Africa. After some reluctance, Essen agreed to the program, which I identified as "Krupp's Point IV½." It attracted wide international attention, culminating with a friendly *Time* cover story, plus an invitation to testify on the "Point IV½" Program before the Senate Foreign Relations Committee. That was an accolade we never expected, but it confirmed a major breakthrough in winning new

acceptance for Krupp in Washington.

I have since parted company with Krupp, due to differing concepts about international pubrel. But it is a satisfaction to note how both German heavy industry and the Bonn government are now following the lead of Krupp's "Point IV½" in formulating an aid program for underdeveloped areas.

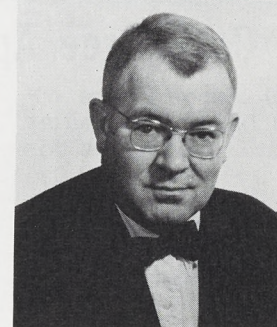
Due to the nature and pressure of events, most correspondents in Germany of necessity have to concentrate on the political news story of the day. West German economic events and personalities tend to suffer from lack of attention in the international press as a result. To meet this situation, I have tried to stay on top of the news of the business and industry, as if I were actually a newspaperman covering this field.

## True Story Value

In dealing with the press, I have also tried to limit my pubrel work to dissemination of information that has legitimate story value. Perhaps I am influenced by memories of my desk stint on the *N.Y. Herald Tribune* when we had about 500 press releases to process daily.

I have also developed a voluminous and up-to-date "morgue," covering all economic and political events and trends, and information about individual firms, industries and personalities. Correspondents in Bonn are invited to make use of this "morgue" when they write an economic piece; and, I am glad to say, they regularly do so.

In closing, let me extend a like invitation to any OPC member visiting Germany to stop by for any help we can extend to him while in the Ruhrgebiet. It's all part of our own "Point IV¾" program - to develop the underdeveloped public relations business in the Federal German Republic.



HARTRICH

Chicago-born Ed Hartrich was educated at Notre Dame and Northwestern Universities. He was a war correspondent in the Russo-Finnish War and World War II, and has been a foreign correspondent with, among other news media, *Time*, the *N.Y. Herald Tribune* and the *Wall Street Journal*. He resigned from the latter paper in 1954 to start his own news service and public relations business.



## TREASURER'S REPORT



The OPC had a net profit of \$196.32 for the month of October. This is the second month in succession that the Club has been able to achieve a profitable operation and, allowing for the losses in August and June, represents a deficit of only \$399.11 for the first seven months of the Club year with expectations that, with careful management for the balance of the Club year, an overall profitable operation can be reached.

Cash reserves stood at \$123,255.47, the increase over the previous month representing to considerable extent dues income currently being collected, which are distributed throughout the year in the operating statement. Members' equity stood at \$137,422.15.

Food operations in October showed a profit with 5,149 covers being served. However, this improved position was offset by a building expenditure of \$755.00 of which the bulk included redecoration of the stairway.

House expenses for October of this year were \$3,010.39 compared to \$1,393.06 for October 1957. Committee expenses also rose, from \$411.40 for October 1957 to \$1,428.27 for October of this year.

Realizing that payment of \$40,000.00 from our cash reserves to meet the purchase of the 33 East 39th Street property will cause a loss of income from interest on this sum, plus our obligation to pay six percent interest on the \$40,000.00 invested by the Correspondents Fund, the Board of Governors, upon recommendation of the Budget Committee and the Treasurer, asked all committees to refrain from any "optional" expenses during the ensuing three months. Letters with these instructions from the Board of Governors have gone to all committee chairmen. It is essential that these instructions be followed if the Club is to continue operating profitably during the balance of the year.

*Respectfully submitted,  
John Wilhelm*

### REPRINTS OF SPEECH BY MURROW AVAILABLE

The Reporter magazine is offering free reprints of the speech delivered by Edward R. Murrow before the Radio and TV News Directors' Ass'n. in Chicago on Oct. 15.

A portion of the speech was reprinted in *The Overseas Press Bulletin* on Nov. 1, the complete text in the Nov. 13 issue of *The Reporter*.

### MR. AND MRS. LYONS IN FLA.

Norbert Lyons and Mrs. Lyons are in St. Petersburg, Florida, until April at the Griffis Apts.

## BROWN AMONG NBC FOREIGN NEWSMEN COMING TO N.Y.



OPC Past President Cecil Brown (shown above at interview with President Ngo-dinh Diem of Vietnam); will be among six NBC foreign correspondents who will join five domestic newsmen for the network's "Projection '59," TV program scheduled for Dec. 28.

The men, brought back from their posts to review the significant events of 1958 and project the news trends into the coming year, are: Brown, Tokyo; Edwin Newman, Paris; Joseph C. Harsch, London; John Rich, Berlin; Irving R. Levine, Moscow; and Welles Hagen, Cairo.

The domestic newsmen include Robert McCormick.

The foreign newsmen will begin a twenty-three-city lecture tour immediately after the telecast. The six men, along with one of the domestic newsmen on the show, Herbert Kaplow, will also address the Foreign Policy Ass'n. luncheon in New York on Jan. 9.

### NOTICE

Members' attention is drawn to the ruling of the Board of Governors which requires that *Credit Card Numbers* as well as *signatures* be put on Dining Room and Bar checks.

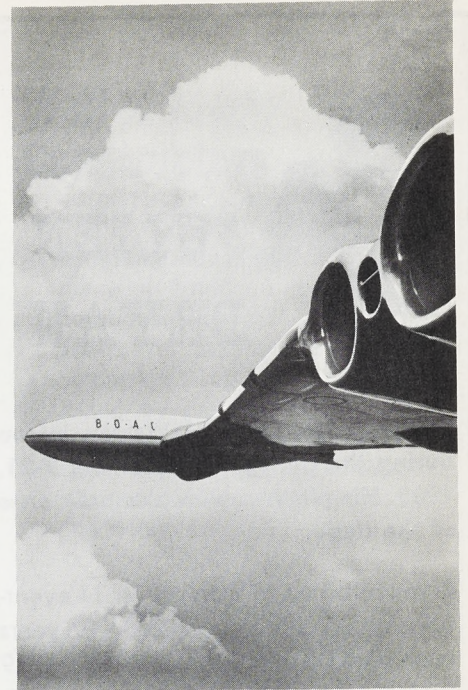
Instructions have been given to all Dining Room and Bar employees that they are not to accept charges unless the member has both signed the slip and given his credit card number.

### CASTILLO IN MEXICO

Graciella Levi Castillo is in Mexico doing a series of twenty stories on Film Festival there for *El Universal*. She also covered the inauguration of President-elect Adolfo Lopez Mateos and is writing for several magazines.

### ARTHUR HEADS AP N.Y. BUREAU

Franklin K. (Pete) Arthur has been named chief of the AP New York bureau. He succeeds Samuel G. Blackman who was made general news editor.



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*Classified ads billed at 50¢ per line. Copy, in writing, must be submitted no later than Tuesday noon. Ads accepted from OPC members only.*

### UN HEARS PLEA

An appeal to the Soviet Union has been made by a U.S. delegate to the UN to "let foreign news correspondents do their work in Russia without censorship or harassment."

George McGregor Harrison, the U.S. official, made the plea during a report to the UN's special political committee. He also said the Soviet radio jamming system represents a \$250,000,000 capital investment.

Apparently there was little hope Harrison's report would change the Soviets' practices. *Mary Hornaday*, writing in the *Christian Science Monitor*, reported that Soviet spokesman Arkady A. Sobolev violently defended Russia's actions and, in turn, assaulted the U.S. for interfering in the domestic affairs of another nation.

### MUHLEN IN ESSEN

Norbert Muhlen, on assignment in Essen, Germany, wandered into the local Amerikahaus for a looksee, was pleasantly surprised to run into *Louis Lochner's* daughter and Bob Lochner's sister, Betty. Her husband, Otto Sailer, runs the Amerikahaus.

### WAR CORRESPONDENTS RESERVE?

UPI President *Frank Bartholomew* has proposed that a reserve corps of war correspondents be established by the armed services and press and broadcasting industries. The corps would be ready to go into action at the outbreak of any major conflict.

The correspondents would be kept up to date by the armed services on developments in the fast-changing modern weapons and fighting techniques. They in turn would keep the services advised of the requirements of the press and broadcasters for effective coverage of hostilities.

Bartholomew made the proposals before the annual conference of Navy Public Information Officers.

Bartholomew also urged in his talk that Navy Information Officers cut down on the flood of prepared "handouts" and to get their commanding officers to hold more news conferences. He also reminded them that one way to build confidence in their operations is to make sure that "bad news" as well as good is announced promptly and forthrightly.

### RECEIVES AWARD

Sigma Delta Chi, professional journalism fraternity, has bestowed its highest award for service to journalism on *Mason Rossiter Smith*, editor of the *Tribune-Press* and the *Canton Plain-dealer-Advertiser*.

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No. 317 Writer, young man, newspaper or wire service experience. Salary to \$125 weekly plus 12% bonus, to start. Travel field.

No. 318 Writer, promotion, gal, for council in fabric and fashion field. Publicity and planning experience, all media, most important requirement. \$6-7500 to start.

No. 320 Young man, exp., to edit bi-monthly employee mag., asst. other publicity activities. Newsp. exp. essential, some house organ exp. highly desirable. To \$8,000, future.

No. 321 (Employment agency offering). 2 openings, magazine placement, (1) with major agency, (2) with major corp., emphasis on picture aspect. Salaries \$8,000 and about \$11,000 respectively.

No. 322 Gal reporter, cover, write, broadcast news, features. Suitable qualifications. \$150 start.

## OUT OF TOWN

No. 312 Lancaster, Pa. Asst. to P/R Director, large mfg. plant, edit house organ, other p/r duties. To \$9,000 to start, depending.

## FOREIGN

No. 313... "Journalism student or similar ilk who would like 6-9 months along West Coast Africa in 50' motor ship to help with mag. articles. Start. Feb. Pin money salary, but expenses paid. Must write effectively, be athletic type and easy to travel with." (OPC member request. Address replies to No. 313, c/o Placement Com.)

No. 319 Frankfurt, Newswriter, deskman, reporting, rewrite, radio field. About \$5500, fringe benefits, etc.

EDITOR-WRITER, 25 years with major magazines and newspapers, seeks new position or assignment. Details in OPC *Who's Who*, Page 28, last listing (JBB). Phone Academy 2-5513, or write OPC Placement Committee, Box 13.

Job applications can be accepted from OPC members and former INS staffers only. Please call or write the Placement Committee, Janice Robbins, Exec. Sec'y., Mon.-Wed. about all jobs listed or otherwise available. If you know of a job opening or lead, we'd also appreciate your letting us know about it by 'phone or Bulletin return post card.

Ted Schoening, Chairman

Rosalind Massow, N.Y. Journal American is back from a three-week free-lance writing trip to British West Indies.

## NEW MEMBERS

The Chairman of the Admissions Committee announces the election to membership of the following candidates:

### ASSOCIATE

Helen L. Auble - Caribbean Vacationlands.  
Omer Faruk Fenik - Turkish Information Office, New York.

Eduardo L. Martelino - Philippine Consulate General, N.Y.

### CONSIDINE TAKES NBC SERIES

Bob Considine has been signed as "authenticator" on a new NBC Radio feature, "Image Russia," to be launched Jan. 7.

NBC defined the work as that of "a moderator — the anchor man of a panel of experts," as well as a "communicator" a link with persons interviewed in Russia, in Washington and European capitals.

"But the scope of his role will be even greater. It will be his job to see that the various information and opinions expressed are given their proper perspective..." NBC said.

### KURSH IN PUERTO RICO

Harry Kursh is in Puerto Rico for three weeks, working on a book and digging up free-lance material for magazines and newspapers.

## Walter Kidde Constructors

designs and constructs manufacturing plants, research laboratories and other industrial facilities for many of America's larger corporations. For the past four years, its plants have been among the "Top Ten Plants" selected by the editors of FACTORY magazine. Walter Kidde Constructors maintains fully-integrated offices in New York and Houston.

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